

**CMU Academic Affairs Council
Summary February 21, 2018
3:00-5:00 pm, UC 213**

AA Council Members in Attendance: **Dr. Cynthia Pemberton**—Vice President of Academic Affairs; **Dr. Kurt Haas** - Asst. VP, Academic Affairs; **Mr. Tim Pinnow**—Asst. VP, Academic Affairs, Director of Graduate Studies/Director of Distance Education; **Dr. Blake Bickham**—Dept. Head, Teacher Education; **Dr. Sonia Brandon**—Asst. VP, Institutional Research, Planning and Decision Support; **Ms. Suzie Garner**—Dept. Head, Art and Design; **Dr. Jeremy Hawkins**—Dept. Head, Kinesiology; **Dr. Jessica Herrick**—Dept. Head, Social and Behavioral Sciences; **Dr. Calvin Hofer** – Dept. Head, Music; **Dr. Scott Kessler**—Acting Dept. Head, Engineering; **Dr. Barry Laga**—Dept. Head, Languages, Literature and Mass Communication; **Dr. Carrie McVean**—Dept. Head, Biological Sciences; **Ms. Millie Moland** – Director of Academic Services; **Dr. Louis Nadelson**—Director of Sponsored Programs and Academic Research; **Dr. Sandie Nadelson**—Director, Health Sciences; **Dr. Steven Norman**—Dept. Head, Business ; **Dr. Lori Payne**—Dept. Head, Computer Science, Mathematics, and Statistics; **Ms. Sylvia Rael**—Director, Tomlinson Library; **Dr. Gary Ratcliff**—Director, CMU Montrose Center; **Dr. Bette Schans**—Director of Assessment and Accreditation Support; **Ms. Holly Teal**—Registrar; **Dr. Russ Walker**—Dept. Head, Physical and Environmental Sciences.

Members Excused: **Ms. Christine Murphy**—Director of Instruction/Director of Developmental Programs, WCCC.

Also in Attendance: Ms. Lisa Harris, Professional Staff Assistant—Academic Affairs.

Info Items & Updates -Announcements/Reminders/Air-time & Action Issues

Dr. Pemberton shared the HLC letter dated February 12, 2018, stating that the HLC accepted the site visit team report indicating that CMU met all accreditation criteria. The HLC Assurance review was a strong and positive affirmation.

As part of our ongoing efforts to monitor, review and identify criterion evidence, Dr. Bette Schans (Director of Assessment and Accreditation Support), will be establishing HLC Criterion-related electronic (Rdrive) scaffolding and folders. The goal will be to engage criterion assessment in an ongoing manner, collecting artifacts and evidence annually, thereby making the 10-year accreditation self-study process less onerous.

Dr. Pemberton announced that the BOT approved a **2% COLA** during its January 2018 meeting. Council members and faculty broadly are invited and encouraged to review BOT information: <http://www.coloradomesa.edu/trustees/index.html>

Dr. Pemberton alerted ADHs to an expanded recruit-back initiative (based on a suggestion of one of the ADHs). In addition to making contact with students listed on the recruit-back list (i.e., these are students who have stopped-out, are typically within 1-2 semesters of completing a degree and do not have holds barring continuing their degree pursuit), ADHs are asked to use DegreeWorks to run “what-if” scenarios re: possible certificate and/or associate’s degree

completion. Based on these analyses, ADHs/faculty can then contact the Registrar to verify whether or not a certificate or associate's degree has been earned; then, in addition to making contact to encourage returning to complete a bachelor's degree, recruit-back students will be notified re: the certificate/associate's degree earned and information requested to formalize awarding of the certificate/associate's degree.

The **Honors program facelift** project is underway; Ms. Lisa Harris gave some background information to ADHs and requested they let her know if any of the points of contacts listed had changed. More to come at a future meeting.

Help me Help us...

Budget Review – Dr. Pemberton asked ADHs to carefully scour their budgets to see if there might be base funds that could be redirected in next year's budget request cycle to support reviving the part-time faculty salary schedule increase proposal. A proposal to increase the part-time/adjunct faculty salary schedule was put forward last year. While the idea received broad support, we were unable to finalize base funding to support increases to the salary schedule. Dr. Pemberton would like to revive this proposal during the next budget cycle and is looking to departments to help identify base-budget funds that might be able to be redirected.

Program Reviews: Dr. Pemberton reminded ADHs that when documents come forward from Departments/Program Offices, Academic Affairs assumes the ADH has read, reviewed, and already sent it back for edits and/or revisions if needed. The document quality once it comes to Academic Affairs should be of the caliber of a final draft of thesis or dissertation submitted to one's advisor for one last look prior to defense. It is the ADH's responsibility to ensure Program Review documents are of this caliber when forwarded to Academic Affairs.

Ms. Tracy Brodrick, Bookstore Manager; Mr. Ryan Stewart, Bookstore Department Manager; and Ms. Jo Dorman, adjunct faculty in Business Department gave an overview of the success of the Direct Digital Materials pilot (*see Appendix A*). Ms. Dorman used the digital materials for her classes this past fall. The program allows for students to access course materials via D2L and to pay for them immediately. Any faculty wishing to learn more about the program, or to sign up to use it for fall, should contact Mr. Stewart in the Bookstore.

Majors Matter: Revamping Our Academic Program Web Pages. **Mr. Mike Mansheim, Acting Executive Director of Marketing; Ms. Andrea Keck, Digital Communications Manager; and Ms. Kendra Whitfield, Web Designer;** gave an overview of upcoming web page updates and changes with the goal of improving our overall appeal to perspective students (*see Appendix B*).

Ms. Kate Simonds, Student Health Coordinator/Prevention Specialist, discussed **YOU@CMU: Promoting Academic Success and Mental Health On-Campus with Technology**, a mental health web portal that allows interaction with students via the internet. She demonstrated some of the online resources available to students. Students/staff may access via the web at: <https://you.coloradomesa.edu/>. Ms. Simonds is available to present in departments. The presentation is available in *Appendix C*.

Academic Units & Leadership Reports, Commentary, etc.

AVPAA: Dr. Kurt Haas: Internship Working Group Report/Update: nothing new to report.

AVPAA: Mr. Tim Pinnow: The Course Comparability Manual update working group has met and begun the process of revising the document to accurately reflect what we do and refine what we do for assessment.

The Student Showcase (April 20) committee is meeting regularly. Showcase submissions are due by March 1, 2018. If an adjunct faculty member is the faculty mentor, ADHs were reminded that they will be the mentor “choice” on the drop down menu in the submission program.

The faculty senate distance learning committee has neared completion of its work and will make a presentation to Faculty Senate on March 1.

Dr. Sandi Nadelson reported the preceptor “compensation” working group (Bickham, Hawkins, Nadelson) created a document of what was recommended for PA/Nursing preceptors. They will finalize their work and have a handout for Council’s next meeting re: an inventory of the range and scope of preceptor roles, responsibilities and compensation models.

AVP: Dr. Sonia Brandon (OIRPDS)

Dr. Pemberton shared that OSPAR will report to OIRPDS. Over the course of this past year, and highlighted during the budget hearings, synergies and efficiencies may be derived from having OSPAR report to OIRPDS. Dr. Nadelson and his staff will report to Dr. Brandon, AVP, who will oversee the combined unit. While Dr. Brandon does have a dual-report to both the President and VPAA, in this regard the reporting line will be Dr. Brandon to the VPAA.

Spring Position requests have been presented to the President. Discussions are taking place. Dr. Pemberton hopes to have responses to ADHs shortly after spring break.

WCCC: Ms. Chris Murphy

Montrose: Dr. Gary Ratcliff

Assessment & Accreditation Support: Dr. Bette Schans: Dr. Schans briefly discussed the HLC site visit team areas noted for ongoing emphasis, and reiterated plans to scaffold accreditation self-study work in an ongoing fashion. Dr. Schans also noted the information-flow process associated with assessment. In particular, she reminded Council that the results of essential learning assessments are shared via the campus assessment update, available campus-wide. Dr. Schans reminded Council of our earlier decision with regard to essential learning, that all faculty need to submit artifacts when requested. This process replaces the former “voluntary” submission practice. Dr. Schans noted that the faculty Assessment Committee will be forwarding a proposal to be discussed at the next Senate meeting on the instructional outcome

of social and personal responsibility (This is the modified Learning Outcome label being proposed to replace Ethical Reasoning. Ethical Reasoning is one of the option-items that are part of the Social and Personal Responsibility outcome).

Library: Ms. Sylvia Rael

Registrar: Ms. Holly Teal

Sponsored Programs and Academic Research: Dr. Louis Nadelson

Academic Depts/ADHs &/or Director: Leadership quote share (from K&P BK)

Business – Dr. Steve Norman

“Leadership opportunities are everywhere”. Every interaction we have is an opportunity to lead. I also mentioned that good followership is also everywhere and that you cannot have good leadership without good followership.

Kinesiology – Dr. Jeremy Hawkins

Stop by for a visit – We all know from our own experience how much fun it is when a good friend drops by for a visit. The same principle applies to leaders. When you drop for a visit you have the chance to uplift someone’s spirit. People like to be noticed. People like to be paid attention to. People like to know that you care about them. Spending time with people sends the message to them that they are important to you. So make a commitment to start your day by chatting with your constituents.

Tech Ed – Dr. Blake Bickham

On shared vision – “The most important role of visions in organizational life is to give focus to human energy. To enable everyone concerned with an enterprise to see more clearly what’s ahead of them, leaders must have and convey an exciting and ennobling vision of the future.... Whether you’re leading a small department of ten, a large organization of ten thousand, or a community of a hundred thousand, a shared vision sets the agenda and gives direction and purpose to the enterprise” (Kouzes & Posner, 2007, pp. 125-26).

Living the Teacher-Scholar Model

Kudos to Drs. Louis Nadelson and Megan Fromm who participated as Discussants in a Delphi Study Focus Group conversation examining the intersection of STEM, Media and evidence-based communication, focused on the paradigms guiding media narratives and the benefit of combining expertise from STEM fields and science communication. They were part of a 4-person team presenting at the American Association for the Advancement of Science February 2018 meeting. Likewise, **Dr. Johanna Varner** is to be congratulated for receiving the AAAS 2018 Early Career Public Engagement Award. **Dr. Varner** is being recognized for her work developing “...citizen science programs that empower people to participate in science.”

Dates & Deadlines/2017-2018 Meetings: UC 213, 3:00-5:00 pm

March 7 & 21; Apr 4 & 18; May 2 & 9

Direct Digital

From The Maverick Store

Direct Digital represents an alternative method of delivering course material content to CMU students. The program has two main drivers:

1. Reducing the cost of course materials
2. Improving educational outcomes for CMU students

Direct Digital is available as an option with all of the large academic publishers. It works with ebook titles only, or can incorporate courseware products like Aplia, Revel, LaunchPad, WebAssign, etc. Verba, the software company that helps manage the program logistics for the Maverick Store, saw a 230% increase in Direct Digital titles from Spring 2017 to Spring 2018. The Department of Education requires an option for student opt-out. Additionally, DOE dictates competitive pricing on Direct Digital course materials.

Advantages of Direct Digital include:

- Day-one access to course materials for students.
- Adaptive and interactive content.
- Full academic freedom for faculty to choose content.
- Increased retention for students.
- More affordable content.
- Convenient billing process that works with financial aid, scholarships, etc.
- LMS integration with D2L for streamlined student experience and ease of access.
- Print version option at reduced price.

Faculty Responsibility:

- Create the class in D2L with the assistance of publisher representative.
- Communicate with students in class and on syllabus with regard to how Direct Digital content is delivered.

Maverick Store Responsibility:

- Work with faculty and publisher representative to set up course content.
- Manage process of billing enrolled students for course content via student accounts.
- Communicate important dates, instructions and content delivery process to enrolled students.
- Manage opt-outs and refund process with CMU Business Office after opt-out deadline.

Student Responsibility:

- First day of class: Access course content through D2L (In some cases, content may be delivered via emailed access code).
- Opt-out from Direct Digital program. It is the student's responsibility to opt-out if they do not wish to participate in the program. Student is responsible for purchasing course materials elsewhere. Deadline to opt-out after 2nd week of class start.

Direct Digital Pilot – Spring 2018 Term

- Three sections of CISB 101 (001, 006, 007) taught by Professor Jo Dorman.
- Total of 91 students enrolled in the three sections.
- One student opted out of the program because he didn't read his emails and bought an access code prior to the start of class, so we had a 1.1% opt out rate.
- 90 active participants.
- Direct Digital material cost to student: \$98.78. This compared to Maverick Store stand-alone access cost of \$127.20 and Pearson direct-to-student price of \$104.95.
- Initial billing date to students was January 2nd. Students enrolling past this date were billed subsequently.
- Access codes were initially delivered via email to students on Monday, January 15th. Several students enrolling past this date received access codes subsequently.
- Content refunds for students dropping the class occurred in conjunction with them dropping the class.
- The opt-out deadline was January 31st. On February 1st, the report showing the single opt-out was sent to Robyn Billings in the Business Office in order to generate a refund for the student.
- The Maverick Store received the invoice for the access codes from Verba on February 5th.

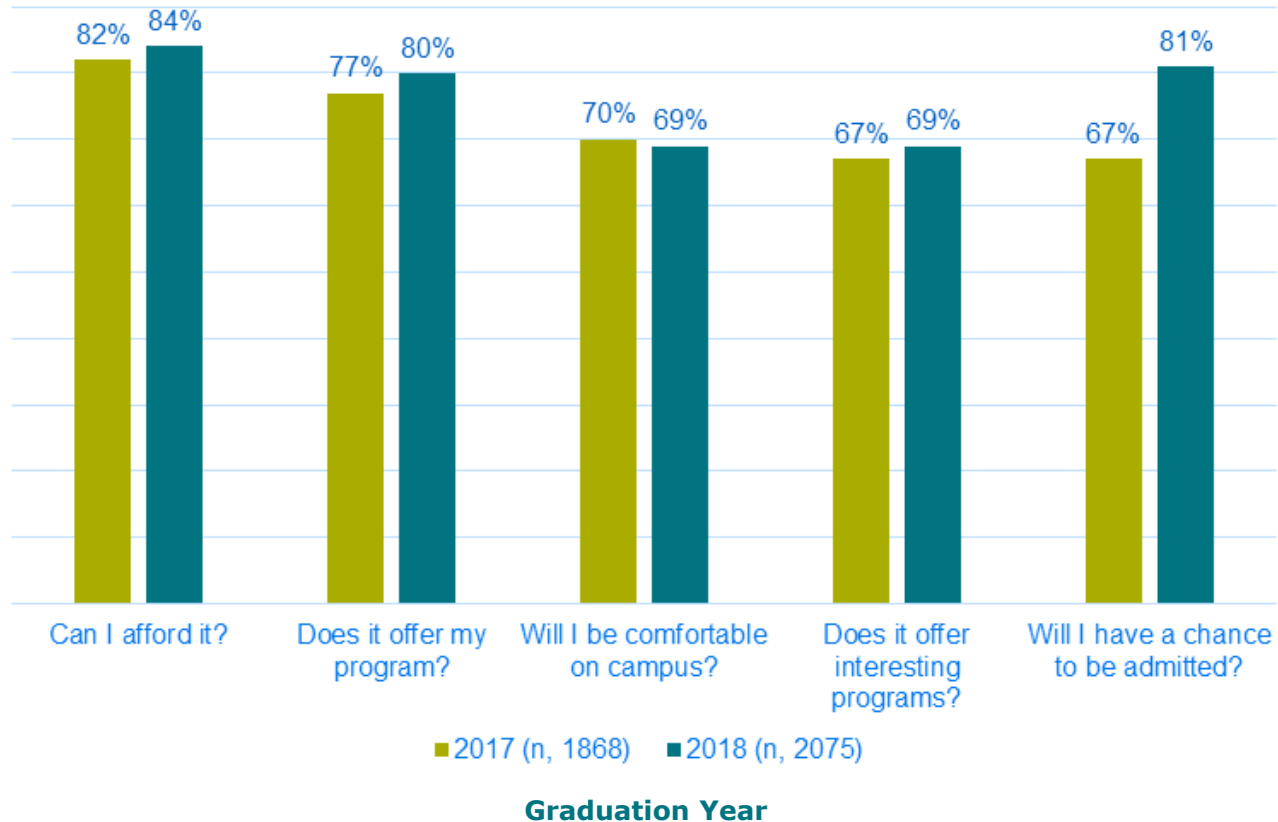


Majors Matter

Redesigning Our Academic
Program Web Pages

Top Five Questions Prospective Students Ask

Top 5 questions students have when they visit a school site



Source: Ruffalo Noel Levitz E-Expectations Survey, 2017

Content Matters

TOP THREE WEB CONTENT TARGETS AT EACH POINT IN TIME




Source: Ruffalo Noel Levitz E-Expectations Survey, 2017


First Impressions Matter

[Future Students](#) [Current Students](#) [Alumni](#) [Community](#) [Family](#) [Faculty & Staff](#)

[APPLY ONLINE >](#) [GIVE TO CMU >](#)



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Archaeology

First Impressions Matter

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- [Department Website](#)
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Business Administration

- Academic Program Overviews
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 - [Business Administration - Business Economics \(BBA\)](#)
 - [Business Administration - Energy Management/Landman \(BBA\)](#)
 - [Business Administration - Entrepreneurship \(BBA\)](#)
 - [Business Administration - Finance \(BBA\)](#)
 - [Business Administration - Hospitality Management \(BBA\)](#)
 - [Business Administration - Human Resource Management \(BBA\)](#)
 - [Business Administration - Information Systems \(BBA\)](#)
 - [Business Administration - Insurance \(BBA\)](#)
 - [Business Administration - Management \(BBA\)](#)
 - [Business Administration - Managerial Informatics \(BBA\)](#)
 - [Business Administration - Marketing \(BBA\)](#)
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 - [BBA, Business Administration](#)
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First Impressions Matter

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- [Hospitality Management Concentration](#)
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- [AAS, Hospitality Management](#)
- [Minor, Business](#)
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- [Minor, Entrepreneurship](#)
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Chemistry

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 - [BS, Chemistry](#)
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 - [Chemistry Concentration](#)
 - [Minor](#)

Civil Engineering (CMU/CU-Boulder Partnership Program)

- [Program website](#)
- [BSCE*, Civil Engineering Degree Requirements | Curriculum Flow Chart](#)
*Degree conferred by University of Colorado Boulder. Program offered through the CMU/CU-Boulder Engineering Partnership Program.

Classical Studies

- [Academic Program Requirements](#)
 - [Minor](#)

Computer Information Systems

First Impressions Matter

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 - [Computer Information Systems \(BS\)](#)
 - [Computer Information Systems \(BAS\)](#)
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 - [BS, Computer Information Systems](#)
 - [BAS, Computer Information Systems](#)
 - [AA Liberal Arts, Business Computer Information Systems Emphasis](#)
 - [Minor](#)
 - [Professional Certificate, Decision Support Systems](#)

Computer Science

- [Academic Program Overview](#)
- [Department Website](#)
- [Academic Program Requirements](#)
 - [BS, Computer Science](#)
 - [AS, Liberal Arts, Computer Science Emphasis](#)
 - [Minor](#)
 - [Professional Certificate, Cyber Security](#)

Construction Management

- [Academic Program Overview](#)
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 - [BS, Construction Management](#)

Criminal Justice

- [Academic Program Overview](#)
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 - [BA, Criminal Justice](#)
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Cultural Resource Management

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Cyber Security

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Dance

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Decision Support Systems

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Economics

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Early Childhood Education and Early Childhood Special Education (Initial Licensure)

- [BA, Early Childhood Education, Early Childhood Special Education Concentration](#)

Early Childhood Education

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Education

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First Impressions Matter

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- [Teacher Leader Cognate](#)
- [Initial Teacher Licensure/Endorsement Cognate - Elementary \(post-baccalaureate licensure\)](#)
- [Initial Teacher Licensure/Endorsement Cognate - Secondary \(post-baccalaureate licensure\)](#)
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 - [Rhetoric and Literary Studies](#)
 - [Social Sciences](#)
- See Teacher Education below for baccalaureate programs

Emergency Management and Disaster Planning

- [Academic Program Overview](#)
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Energy Management/Landman

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 - [Professional Certificate](#)

Engineering (CMU/CU-Boulder Engineering Partnership Program)

Civil Engineering Partnership Program

- [Civil Engineering Program Website](#)
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Mechanical Engineering Partnership Program

- [Mechanical Engineering Program Website](#)

Content Matters

What content is most valuable?



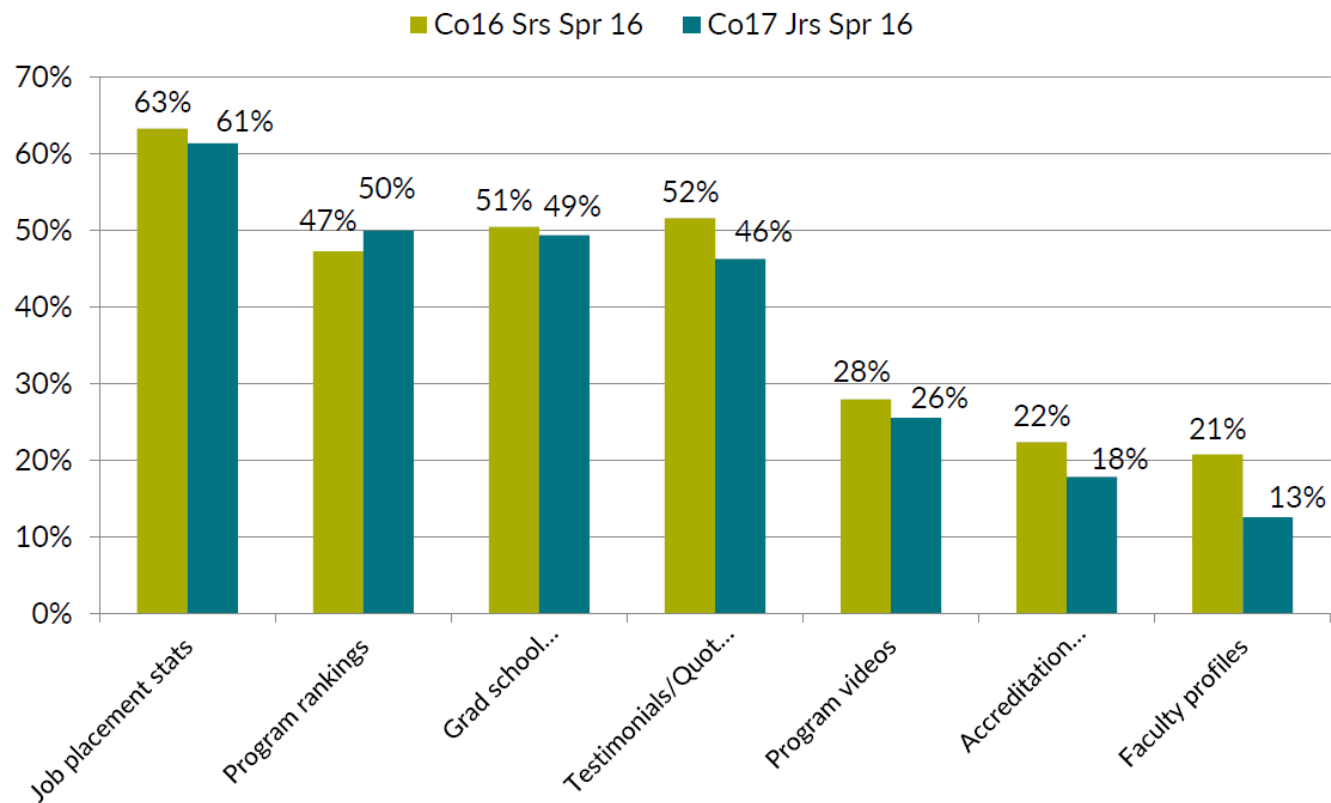
Job placement stats are top throughout the student process. **75%** of spring juniors indicated this was important to know. And nearly **2 in 5** fall seniors sought grad school placement statistics.



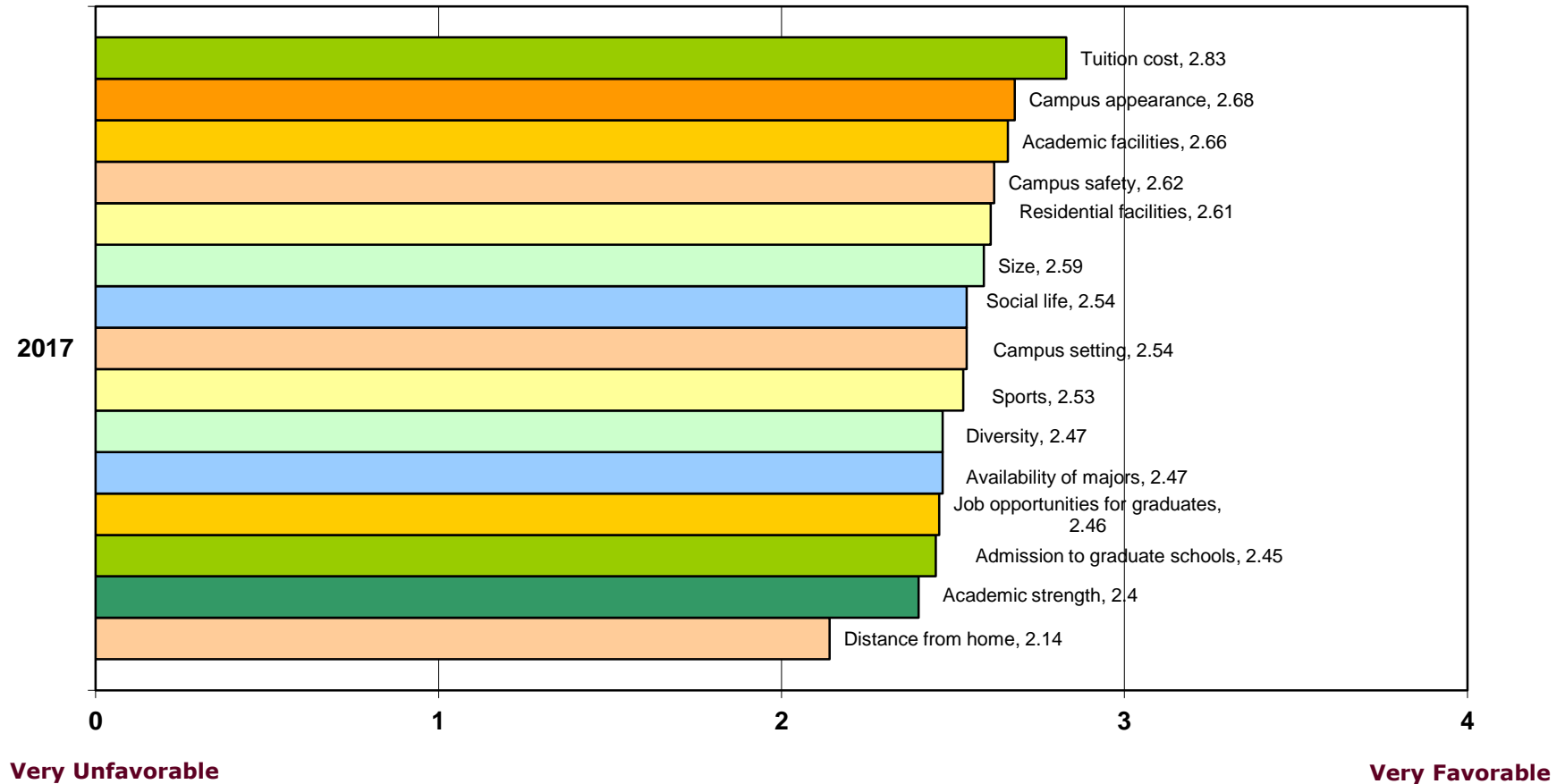
Testimonials and quotes follow right behind. **60%** of spring seniors sought this content.

Source: Ruffalo Noel Levitz E-Expectations Survey, 2017

Demonstrate value through outcomes

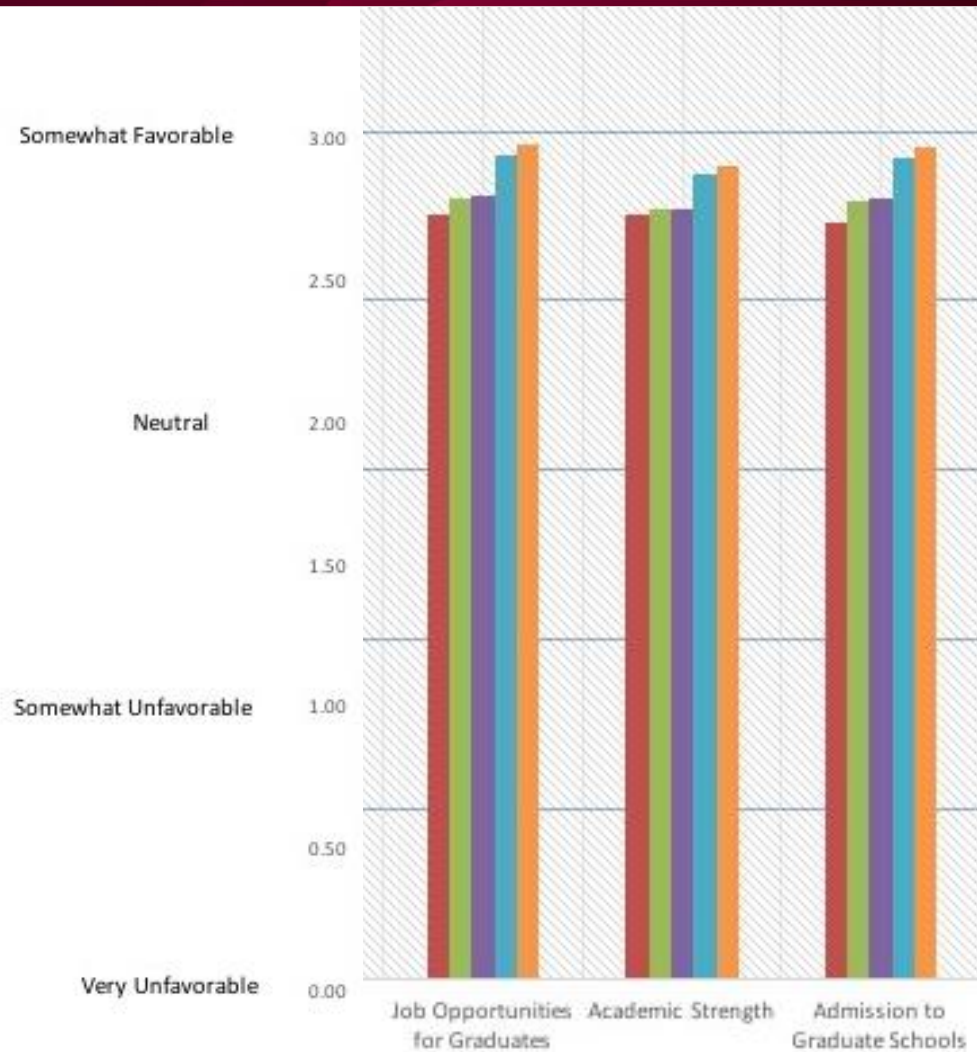


Prospects' Perception of CMU



Source: Student Insights, May 2017

We're Making Progress with Perceptions




To Keep Moving in the Right Direction...

- 1 Create a universal, comprehensive program list that can be easily navigated, searched and filtered by site users.
- 2 Provide updated program information for which our prospective students are looking.
- 3 Create consistency for how content is displayed and organized across departmental websites.

Current Program Listing

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Archaeology



New Program Listing



MAVzone



Explore Degrees & Programs

Program Level ▾

Certificate

Associate

Baccalaureate

Graduate

Minor

Doctoral

Format ▾

In-Person

Online

Hybrid

Location ▾

Department ▾

Addiction Studies

Agriculture Science

Animation/Film


Applied Business

Archaeology

Explore Degrees & Programs

Program

X



Accounting

Business Department

Concentrations: General Accounting, Public Accounting

Baccalaureate

Graduate

Minor

Program Description:

Read more...

More About this Program

View Department Site

Baking and Pastry

Biological Sciences

Business

New Program Pages

Department of Business


Degrees

Accounting Program

Bachelor of Science
in Public Accounting

General Accounting?

Accounting Program




VIEW CATALOG

APPLY

Program Description

Program Video



Student Testimonials

“

”

Degrees Offered

Bachelor of Science
Public Accounting

Bachelor of Science
General Accounting

Accounting
Minor

Bachelor of Science
& MBA (3+2 Program)

Program Statistics

75%

84%

90%

95%

VIEW CATALOG

APPLY

ACCREDITATION

What's Next?

- Program listing live August 2018
 - Keywords for each major and concentration/emphasis
- Phased approach to individual program pages
 - WCCC
 - Health Sciences
 - Business
 - Computer Science, Mathematics, Statistics
 - Etc.
- All departments complete in next 12 months
 - Possible students/alumni who can give testimonials
 - Program accolades, accomplishments

What's Next?

- E-mail summarizing to department heads
- Individual meetings with website contributors

Thank You!

YOU@CMU: Promoting Academic Success and Mental Health On-Campus with Technology



A NATIONAL PROBLEM /

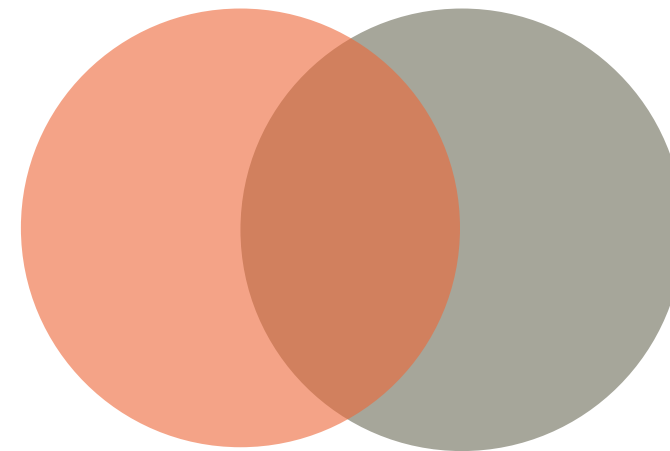
Up to 1 in 3

students do not make it to
sophomore year¹



50%

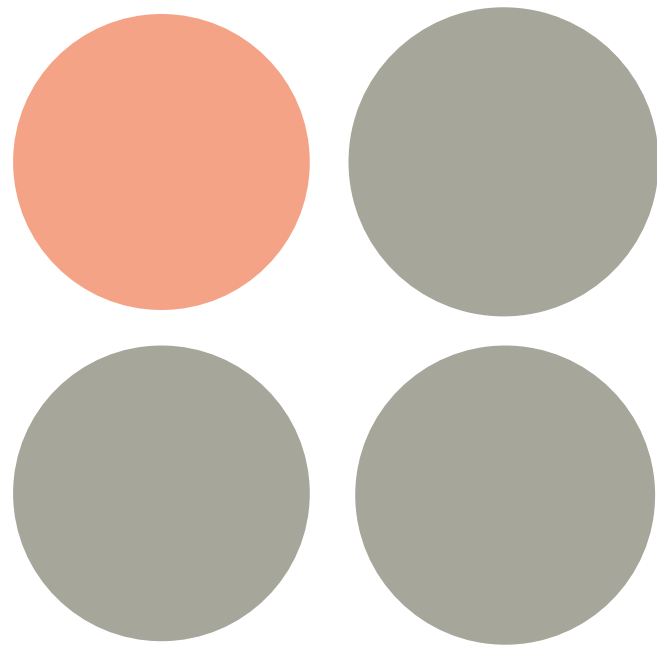
of students who leave for mental health
reasons have not used campus supports²



A NATIONAL PROBLEM /

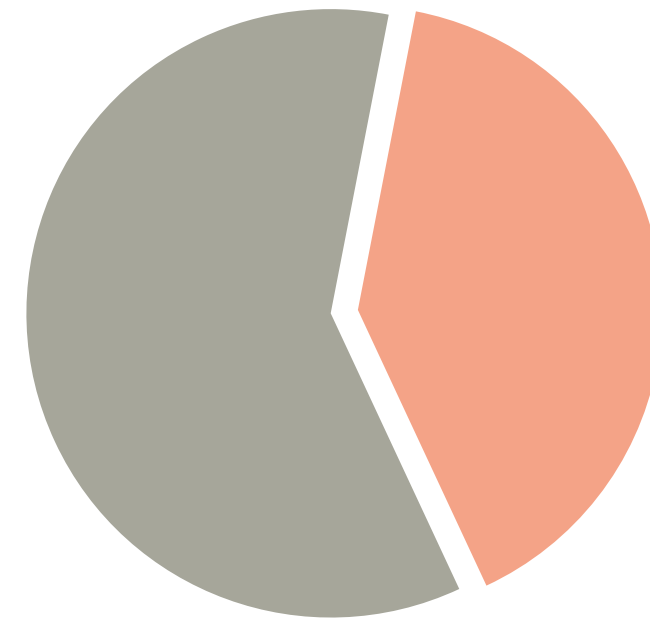
1 in 4

young adults (18-24) have a
diagnosable behavioral
health disorder.³



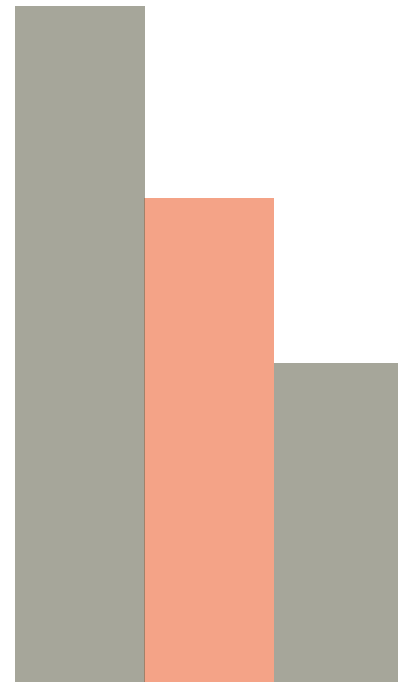
40%

of students with diagnosable behavioral
health conditions do not seek help.^{4, 5}



A NATIONAL PROBLEM /

Suicide is the **2nd**
leading cause of death
on college campuses.⁶

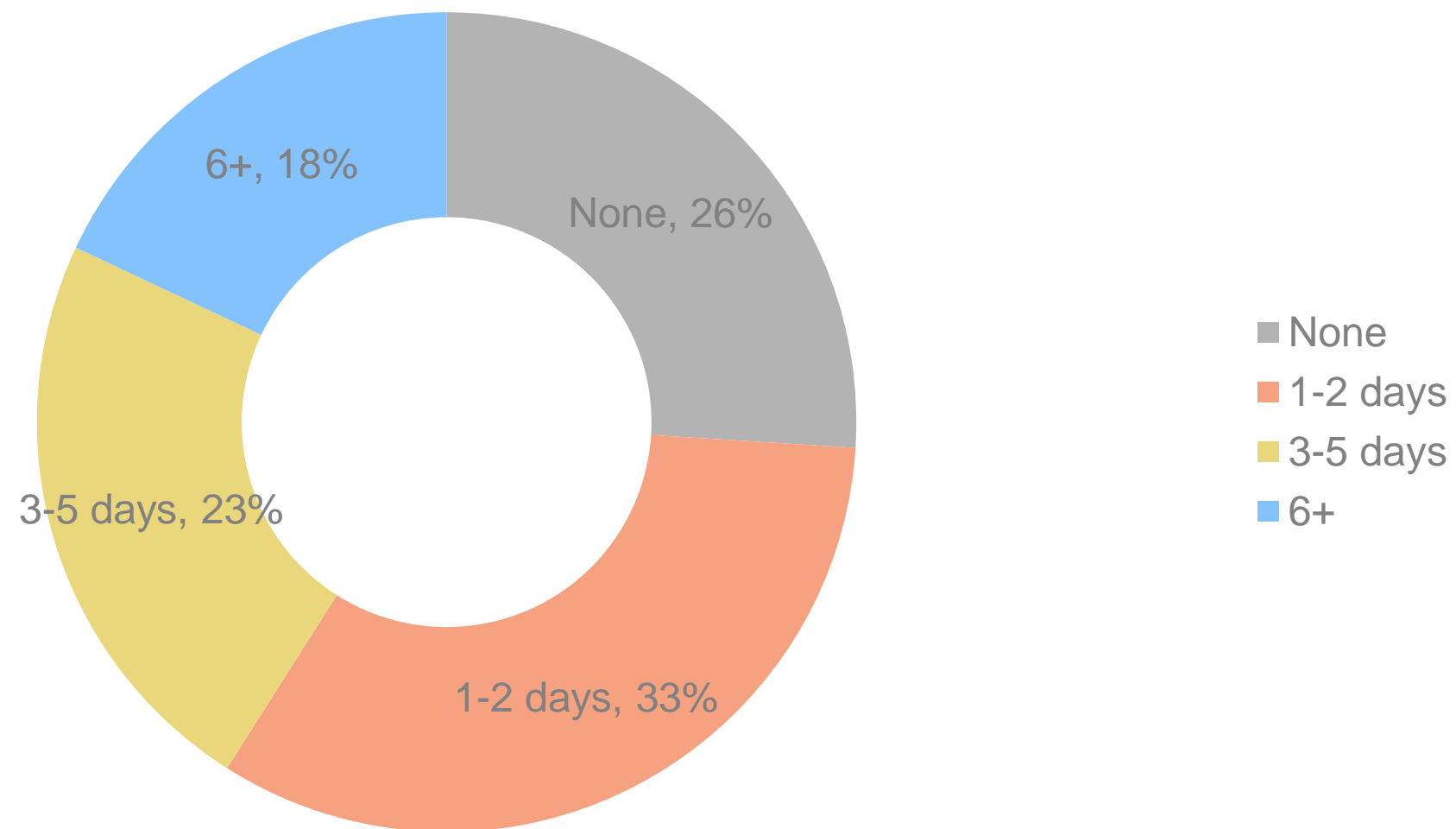


College counseling utilization rates increased at a rate **5x** that of college enrollment from 2009-2015 ⁷

Average College Counseling Utilization Rate
is **10%**.

What about the other **90%**?⁸

In past 4 weeks, number of days mental health hurt academic performance⁹



WHAT IT IS/

- web portal that aggregates resources and customizes information based on students interests
- YOU@CMU is accessible 24/7, whenever and wherever at you.coloradomesa.edu
- reliable place for guidance throughout the college experience
- help foster academics, career, well-being and sense of connection
- tool for reflection and inspiration
- confidential and anonymous

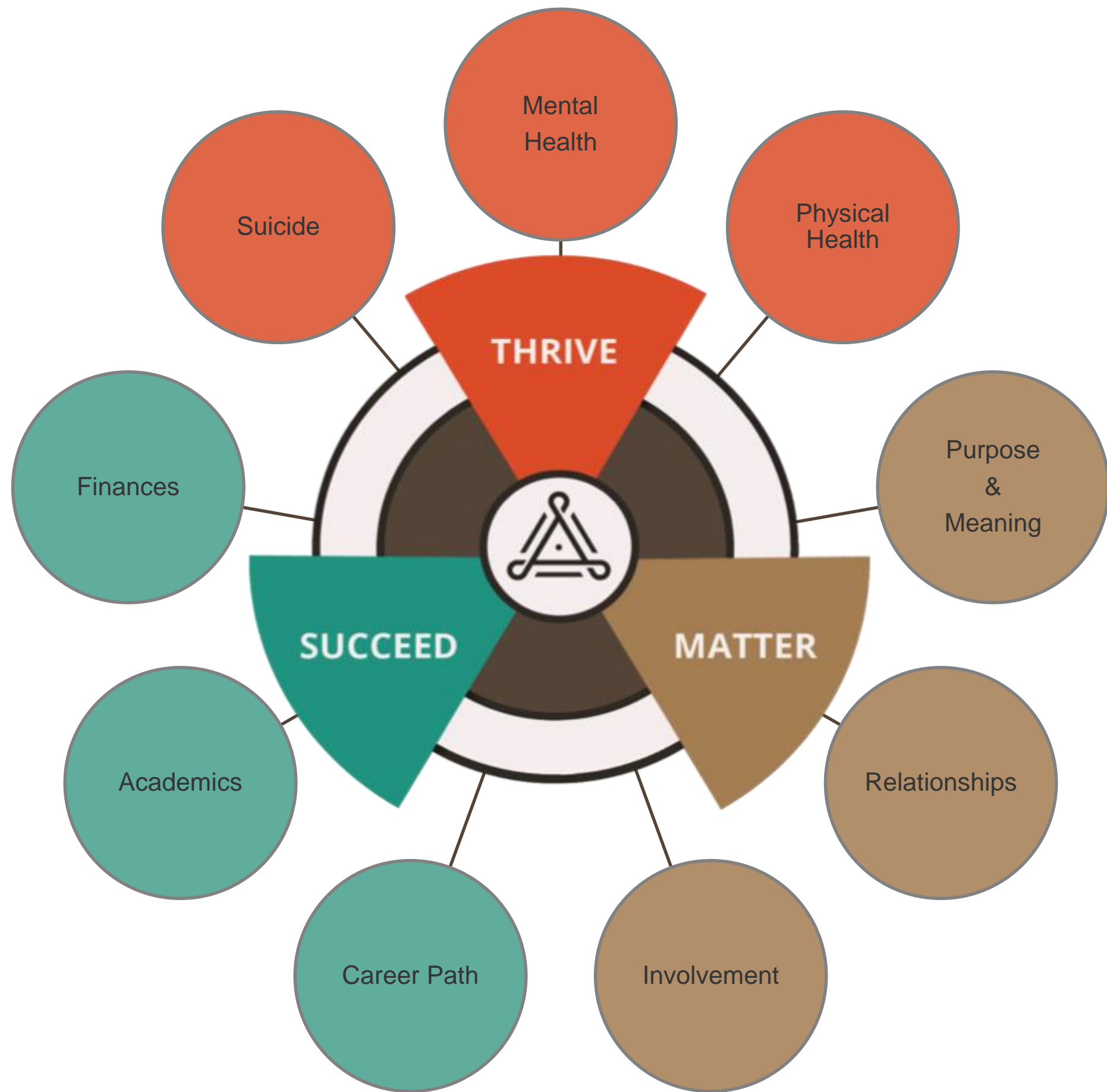
What it can do for you/

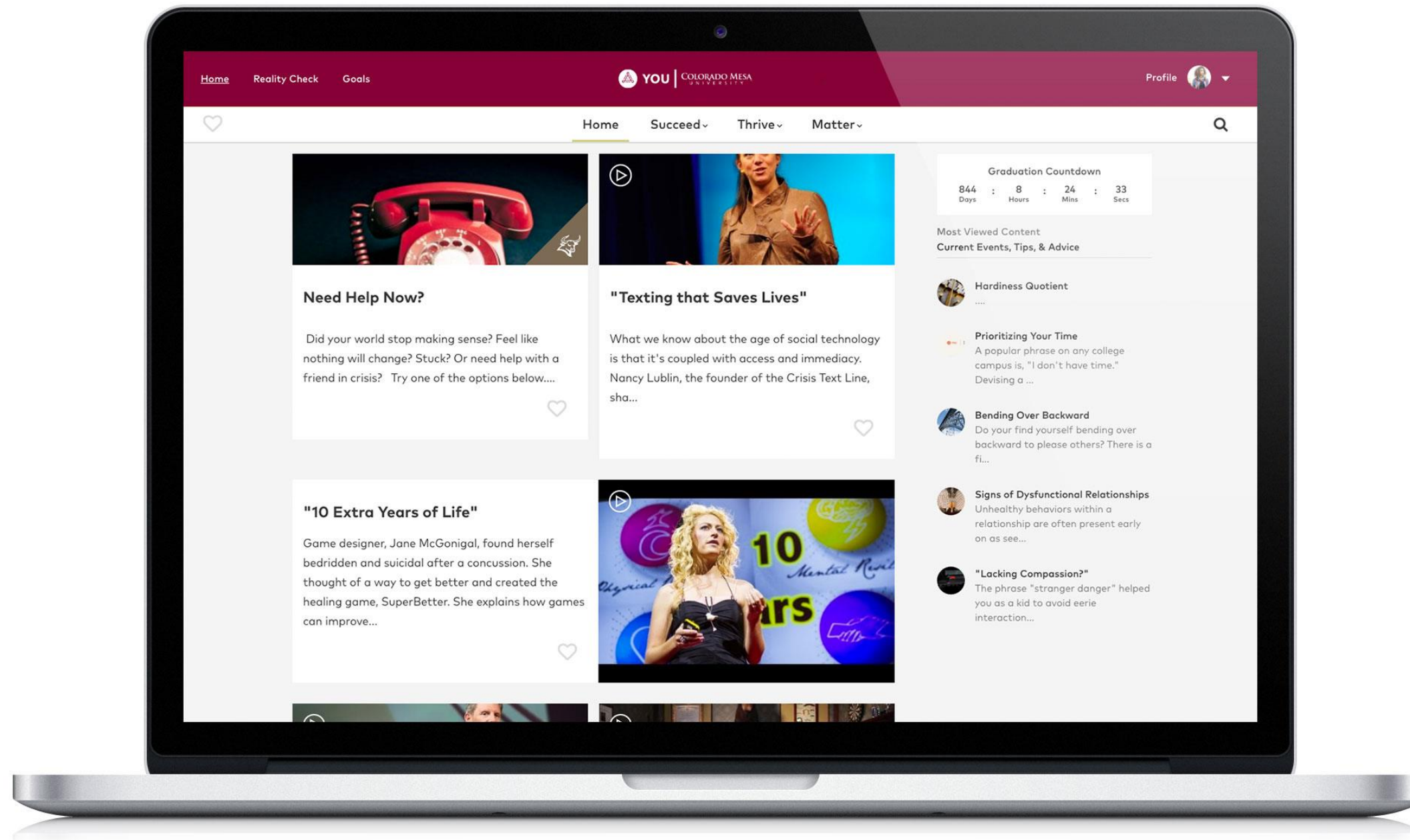
A Successful Online
Well-being Platform

Upstream Approach

Student Way Finder

Educational Tool





YOU at COLLEGE

“I’m most excited that this confidential portal to critical resources is available whenever students want to use it and in an online format that’s relevant to them. You no longer have to walk into a physical office between 8am-5pm to manage your wellness and get connected. Now, it’s available on the student’s terms.”

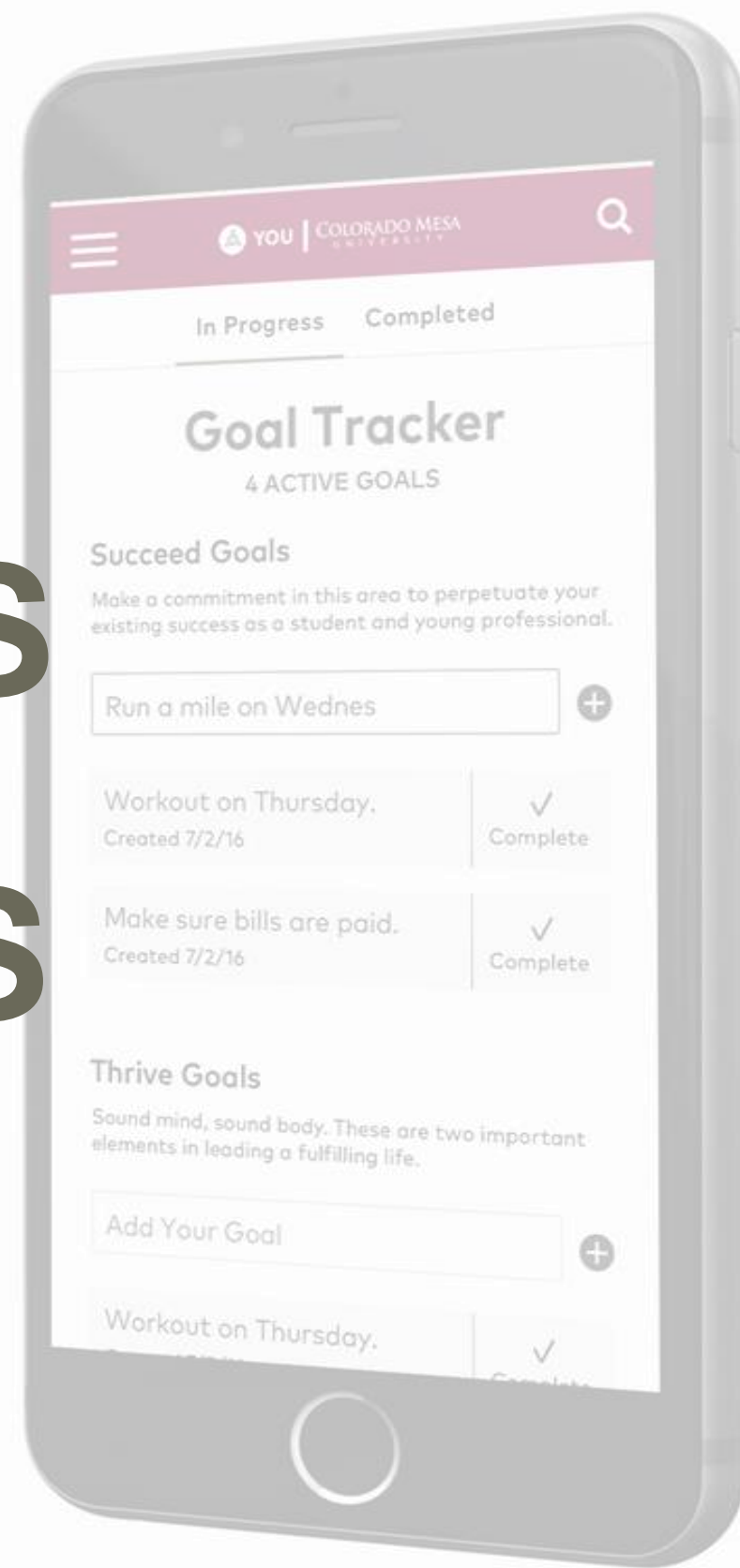
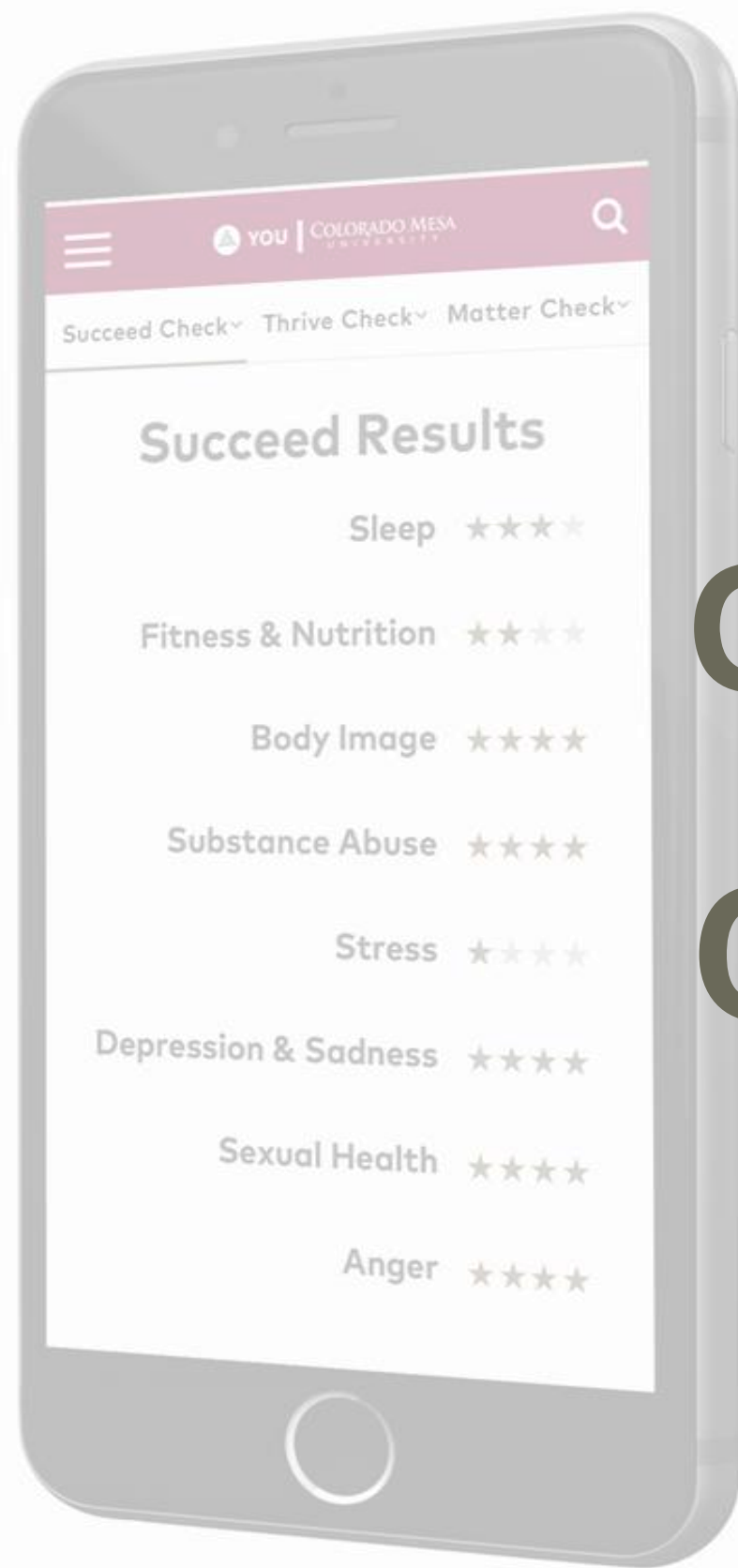
-VICE PRESIDENT FOR STUDENT SERVICES JOHN MARSHALL

■ On the Horizon

- YOU Bot
- Entertaining, engaging and effective CBT tools
- VR stress relief tools
- Guided meditation tools
- Mental health literacy tools & content
- Goal setting tool
- Alcohol & substance use awareness tool
- Rewards, badges and user progress tracking
- More customization and need/resource matching
- Evaluation and efficacy studies

Campus Partners //





QUESTIONS
/
COMMENTS

THANK YOU!



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